

**FIRST 5 - PLACER
CHILDREN and FAMILIES COMMISSION**
11820 Enterprise Drive
Auburn, CA 95603
Meeting Minutes January 10, 2008

Attendees – Commissioners & Staff:

Catherine Goins, Chair, Commissioner, Childhood Development
Dayle Edgerton, RN, Commissioner, Child Health Care
Dr. Sandra Naylor-Goodwin, Commissioner, Children's Behavioral Health
Elaine Rowen, Ph.D., Commissioner, Early Education
Kim Haswell, Commissioner, Consumer
Jim Holmes, Commissioner, Board of Supervisors, District #3
Sabrina Thompson, County Counsel
Don Ferretti, First 5 Director
Nancy Baggett, Staff Support, Administration
Sandy Renz, Staff Support, Administration

Commissioners Not in Attendance:

Bob McDonald, Vice-Chair, Commissioner, Early Intervention
Richard J. Burton, M.D., M.P.H., Commissioner, Placer County Health Officer
Melanie M. Cleary, Commissioner, Lake Tahoe Area

Public Attendees:

Kelly Bennett Wofford, Children's Health Initiative
Anne Staines, ProProse
Katie Carlson, ProProse
Francine Nunes, PCOE/LPC
Vicky Pantels, UC Cooperative Extension UCCE
Paula Westernen, UC Cooperative Extension UCCE

Call Meeting to Order

Meeting called to order at 4:37 p.m.

I. Public Comment:

Persons may address the Commission on items not on this agenda. Please note that although the Commission is very interested in your concerns, the California Brown Act prohibits the Commission from taking any action this meeting on items not published on this agenda.

Francine Nunes with the Placer County Office of Education presented a handout for the upcoming 6th Annual Child Development Conference sponsored by First 5 Placer on Saturday, February 2, 2008.

II. Approval of Minutes:

Motion to approve the minutes from the November 8, 2007 meeting.

Elaine Rowen/Dayle Edgerton Unanimous

III. Commission Action Items:

- There were no action items for this meeting

IV. Commission information Items:

- Social Marketing Update – Anne Staines & Katie Carlson

ProProse handed out and reviewed the new Attribution and Marketing Toolkit. Along with a paper format, there is also an electronic version of the toolkit that will accompany the packet. The various pieces included in the Attribution Kit are Media Relations Materials, Logos, Core Messages Flyers, Fast Facts and Attribution stickers. The purpose of the Attribution Kit is to help funded partners meet the attribution requirements in their contract and to promote First 5 Placer as a brand; thereby raising awareness in the community of the important first 5 years of life, and the role of First 5 Placer partners. The Attribution and Marketing Toolkit will be presented at the upcoming partner lunch and distributed to all funded partners.

ProProse recently acquired new website domains for First 5 Placer. The new website links are www.first5placer.com and www.first5placer.org. Both new domains are now actively linking to our current website www.placer.ca.gov/cfc.

- Children's Health Initiative (CHI) Update – Kelly Bennett Wofford

Health Net refilled with the Department of Managed Health Care on January 4, 2008. They are waiting approval. Placer CHI is anticipating an implementation timeline of late January to early February. There has not been a signed contract with the Tahoe Forest Hospital. A contract amendment is pending and anticipating being effective March 1, 2008. Additional contracts have been secured with the North Lake Pediatrics and four surgeons in the Tahoe area. Approximately fifty one slots for 6-18 year olds are available with combined resources from the California Endowment, Health Net and the local Motherload Foundation.

Kelly provided details to the Commission on the financial incentive program that will be used to develop an outreach, education, retention and utilization (OERU) network. This network will enroll children in existing public insurance programs and the new Healthy Kids product which First 5 Placer is funding. Those organizations slated to receive financial incentives for OERU will be invited to a one day training program. They will provide initial enrollment and assist the applicant throughout the year. The incentive program is funded from the Commission's OERU budget.

V. Commissioner Reports:

A plaque was presented by new chair person Catherine Goins to past chair person, Sandra Naylor-Goodwin in appreciation of her leadership, and commitment to improving the lives of children and families in Placer County.

Sandra Naylor Goodwin – Recently attended a briefing on the state budget. The state is looking at a \$17 billion cut to the budget. Some of the reductions will include cuts to Medical, education, elimination of some dental programs, closures of forty-eight state parks and Mental Health may be cut all together. Health care is still on the agenda and is popular in the senate. First 5 monies are not in the governor's proposal.

Jim Holmes - Placer County is anticipating a \$ 23 million dollar short fall for next year's budget. County staff is currently working on a budget analysis.

Elaine Rowen - Reported on the MHSA Community Wellness Steering Committee. The Committee has organized into subcommittees. Elaine is in the group that will be addressing Children and Youth at Risk. The subcommittee met today and discussed ways to prioritize and focus their small amount of money. The subcommittee will meet again on January 25th.

Catherine Goins – The ECE (Early Care and Education) focus group reconvened this morning. Twenty two people that are working with children 0-5 in Placer County from a variety of agencies attended. The ECE plans to meet on a monthly basis.

This is the third year for the CARES program. The program currently has 255 participants, being the highest enrollment rate they have ever had. The program continues to be an exceptionally popular program in Placer County. The Placer County Office of Education has not heard whether or not funding for the CARES program will continue, it is only funded through this fiscal year.

Catherine also presented a letter from a woman that has spent the last thirty two years working for Hewlett Packard. The woman changed careers to go into early child care. She participated in the CARES program and was impressed with the program and what resources are available for children in Placer County.

Nancy Baggett – Reminded the Commission of the partner luncheon next week at the Placer Nature Center on Tuesday, January 15, 2008 from 11:30 am – 1:00 pm.

Meeting Adjourned 5:23 pm

For more information concerning these minutes contact Don Ferretti, Director for First 5 Placer at 530.886.1824 or dferrett@placer.ca.gov.



<http://placer.networkofcare.org>